

### Statistics

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#### Population (2003)

Missouri:	4,158,292	metro	(1.7% of total U.S. metro)
	<u>1,546,192</u>	non-metro	(3.1% of total U.S. non-metro)
	5,704,484	total	

United States:	241,395,996	metro
	<u>49,413,781</u>	non-metro
	290,809,777	total

#### Farm-Related Employment (2000)

Missouri:	616,170 jobs	(17.6% of total Missouri employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

#### Number of Farms (2002)

Missouri:	106,797	(5.0% of total U.S. farms)
United States:	2,128,982	

#### Average Farm Size (2002)

Missouri:	280 acres
United States:	441 acres

#### Market Value of Agricultural Products Sold (2002)

Missouri:	\$5.0 billion
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002): #12**

#### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Soybeans	865,812	6.4
Cattle and calves	821,395	2.2
Corn	614,518	3.5
Hogs	427,053	4.4
Turkeys	281,826	10.7

### **Value of Agricultural Products Sold Directly to Consumers (2002)**

Missouri: \$14.7 million  
United States: \$812.2 million

### **Farmers Markets (2004)**

Missouri: 96  
United States: 3,617

### **Market Value of Certified Organic Commodities (2002)\***

Missouri: \$979,000  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

### **Certified Organic Acreage (2001)**

Missouri: 13,310 acres  
United States: 2,343,857 acres

### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Missouri: 0  
Total: 96

## **Marketing Products and Services**

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### **Specific to Missouri**

#### **AMS Addresses Entrepreneurial Agriculture Conference**

In December 2002, AMS gave a presentation at the Sixth Annual Entrepreneurial Agriculture Conference in Sikeston, describing current AMS programs such as matching grant programs,

cooperative agreement opportunities, and ongoing research projects. Over 100 local farmers and university personnel attended.

### **Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$50,000 to the Missouri Department of Agriculture, in cooperation with the University of Missouri Center for Agroforestry, the Missouri Seed Improvement Association and others, to create a virtual brokerage system for native plants and seeds to address current market inefficiencies, improve quality, and increase sales.
- In 2005, \$30,000 was awarded to the Missouri Department of Agriculture to research the feasibility of regional distribution systems to overcome logistical barriers for small processed food companies.
- In 2004, \$32,000 was awarded to the Curators of the University of Missouri, on behalf of the Missouri Agricultural Experiment Station, to identify potential markets in Puerto Rico for rice produced by Mid South growers, analyze transportation requirements, and assess price competitiveness of U.S. medium-grain rice shipped to Puerto Rico.
- In 2003, \$33,500 was awarded to the Missouri Department of Agriculture to improve opportunities for Missouri agribusinesses to expand sales to state food service purchasers
- In 2003, \$32,950 was awarded to the Missouri Department of Agriculture, in cooperation with the Missouri Enterprise Business Assistance Center, to prepare a training handbook for the state's timber industry to address business practices for improving profitability.
- In 2002, \$64,700 was awarded to the Missouri Department of Agriculture, in cooperation with the University of Missouri-Columbia, to assess the economic impact of the Missouri wine industry and its potential to expand through development of a regional identity; and, in cooperation with the Jefferson Institute, to create niche options for small-scale growers by fostering new domestic markets for amaranth and buckwheat in the processed food industry and by exploring logistical requirements for export.

### **General Interest**

#### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

#### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct

marketing linkages.

#### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

#### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

#### **Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.